

DREW BUFALINI

Freelance Writer

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Portfolio: www.drewbufalini.com

Freelance Writer

January 2020 – Present

- Collaborated with clients including Storyteller Media, USGlobalMail.com (SaaS), AoideMagazine.com (features), Creative Circle, Health-Action.org (UX), The Lobb Law Firm, Mondolez International, Voyage Advisory, Beaver Log Homes, and Bed, Bath & Beyond.
- Write, edit, and manage content for marketing channels including as websites, blogs (and blogcasts!), articles, white papers, social media, video, email, e-books, memes, infographics, brochures, and presentations. Did I mention I also write a really bitchin' marketing plan?
- Brainstorm and collaborate with designers, strategists, UX/UI teams, subject matter experts, researchers, marketing directors, and creative directors.
- Developed innovative ideas to transform complex information and concepts into compelling audience experiences and copy.

Chief Marketing Officer

Life Skills Village Center for Brain Injury Rehab

June 2009 - August 2019

- Led the development of marketing and advertising communication projects, including corporate websites, sales tools, presentations, marketing collateral, content development, social media, and corporate communications.
- Developed and maintained brand identity, design system, tonality, and voice.
- Launched and maintained lead generation systems, email campaigns, personalization, and marketing funnels.
- Chaired ideation and strategic planning executive meetings to ensure marketing and business development objectives were on-track.
- Built a highly effective team of marketing, sales, and creative professionals.
- Established brand loyalty and trust by nurturing relationships with affiliated providers and delivering on the company's promise of a positive, therapeutic client experience.

- Defined key metrics and tracked progress, both quantitative and qualitative, and ROI for marketing, sales, and business development programs.

Senior Writer

Fathead.com (Digital Marketing + eCommerce)

January 2008 - February 2009

- Wrote and edited product copy on Fathead.com.
- Created consumer-facing blog and social media content.
- Communicated brand design system and practices across all media platforms while fostering employee brand evangelism.

Creative Director

Quill Communications (Advertising Agency)

May 2006 - February 2009

- Worked with clients including Volkswagen of America, Holiday Inn, Flagstar Bank, Entertainment Publications, Bikram Yoga, Erhard BMW & Land Rover Dealer Group, and Robertson Brothers Community Builders.
- Successfully launched Volkswagen GTI and Passat Wagon at the 2006 North American International Auto Show through innovative campaigns.

Senior Writer/Producer – Creative Supervisor

J. Walter Thompson USA (Advertising)

February 2003 - May 2006

- Supervised broadcast writer/art director teams for Ford national and regional Ford Dealer accounts.
- Developed national broadcast campaigns for new vehicle launches, including the 1999 Ford Focus, 2004 Ford F150, 2004 Ford SuperDuty, 2004 Ford Mustang, 2005 Ford GT, and 2005 Ford FreeStyle.

Creative Director/Owner

Creative Front Youth Advertising

September 2000 - February 2003

- Founded a full-service youth advertising agency composed of 40 advertising majors from Michigan State University and the College of Creative Studies.

- Pitched and managed projects for clients, including the Air Force Reserve, Diagnostics Online, L'Oréal, DTE Energy, Kowalski, Wyeth Pharmaceuticals, Quill Communications, Function Postproduction, and Zany's New York Apartment Guides.

Writer/Producer

J. Walter Thompson USA (Advertising)

February 1998 - September 2000

- Worked with clients including Ford Motor Company, Ford Racing, and regional Ford Dealer groups.

Writer/Producer

DiMarco Cole Advertising

August 1997 - February 1998

- Worked with clients including HoneyBaked Ham, President Tuxedo, Guardian Glass, Angotti's Ice Cream, and Environ Recycling.

Education

Google Professional UX Design Certificate

July 2021 - October 2021

Content Strategy for Professionals Certificate

Northwestern University

May - August 2022

Artificial Intelligence for Everyone Certificate

DeepMind.AI

June 2023

Bachelor of Arts in English Literature

University of Colorado

Graduated: 1997

Skills:

Advertising

AI Blogcasts and Podcasts

Artificial Intelligence

B2B Creative Development

B2C Marketing

Blogging

Brand Development and Management
Brainstorming
Broadcast
Budgeting
Case Studies
Communication
Content Management Systems
Copy editing
Copywriting
Corporate Communications
Creative Problem Solving
Creative Direction
Creative Writing
Customer Journey Mapping
Design Thinking
Digital Marketing
DTC Creative Development
Email Marketing
Goal setting
Healthcare Marketing
Ideation
Integrated Marketing
Internal Communication
Landing Pages
Leadership
LinkedIn Advertising
Long and Short Form Writing
Marketing
Marketing Plan Development
Narrative
Online Marketing
Organization
Podcasts
Presentation
Problem Solving
Project Management
Prototypes
Research Skills
SEO
Social Ads
Social Media
Social Media Content Strategy
Social Media Creative Development
Stakeholder Engagement

Storytelling
Strategy
Television Commercials and Campaigns
Thought Leadership
User Experience Design and Writing
Video Editing
Video Scripts
Web Content Strategy and Creation
Website Development
Wireframes
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